

The Canadian Dental Hygienists Association
50th Anniversary National Conference
October 3–5, 2013

Celebrating Our Roots ... Our Wings

TORONTO AIRPORT MARRIOTT HOTEL
901 DIXON ROAD

Exhibit and Sponsorship
Prospectus



Serving the profession since 1963, CDHA is the collective national voice of more than 24,000 registered dental hygienists working in Canada, directly representing 16,500 individual members including dental hygienists and students. Dental hygiene is the 6th largest registered health profession in Canada with professionals working in a variety of settings, with people of all ages, addressing issues related to oral health. The CDHA conference is a great opportunity to reach dental hygiene professionals with your message and to establish relationships. www.cdha.ca/2013conference

Exhibits

32 Booths Available

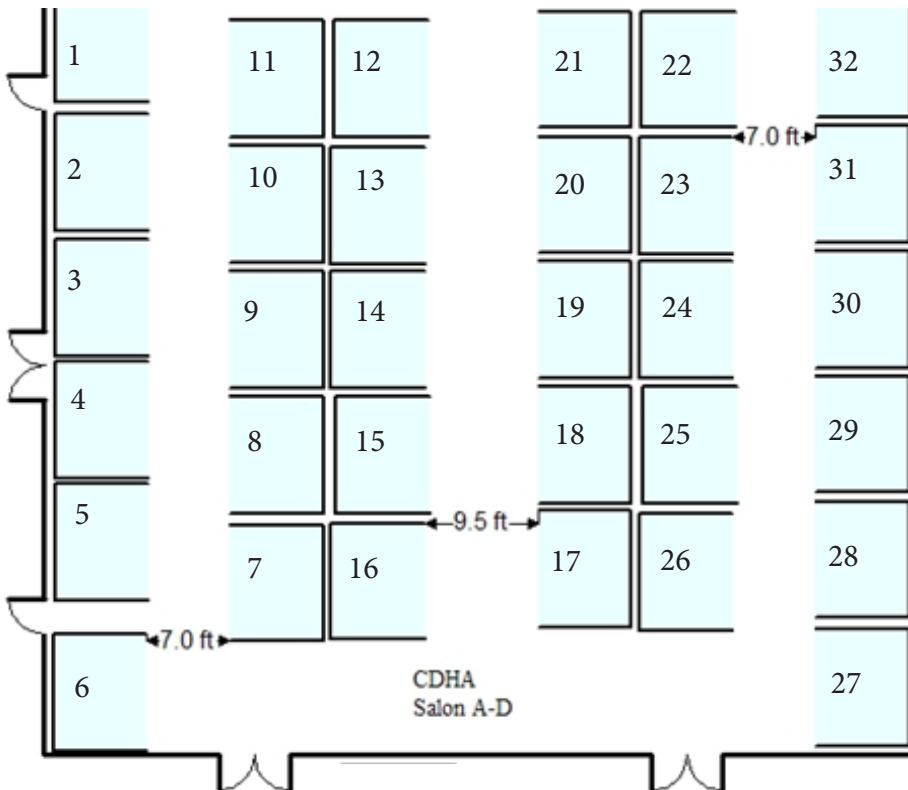


Exhibit Rate: \$1,450

- 8'x10' booth space includes standard booth backdrop - 8' high background drape, 3' side drape, one 6' draped table, one wastebasket, and two chairs.
- Each booth provided with one 750 watt, 120 volt circuit.
- Two complimentary exhibit hall passes provided for each booth.
- Event sponsors receive first right of refusal for priority booth location.

Exhibit Schedule

Thursday, October 3

Exhibitor Set-up: Noon – 4 p.m.
Exhibit Hall Open: 5 p.m. – 7:30 p.m.

Friday, October 4

Exhibit Hall Open: 9 a.m. – 4:30 p.m.

October 3–5
Toronto Airport
Marriott Hotel
901 Dixon Road

www.cdha.ca/2013conference

Sponsorship Opportunities

Welcome Reception Dance Party and Exhibit Extravaganza - \$5,000

An informal gathering of delegates with refreshments, networking and exhibits on Thursday afternoon and early evening. Includes a complimentary exhibit booth.

Birthday Party - \$5,000

Have your cake and eat it too! The last official event for delegates; celebrating 50 years with a traditional birthday party on Saturday afternoon.

Happy Days & Back to the Future Plenaries - \$9,000

Title sponsor of two of the conferences pre-eminent official events featuring keynote speaker for the opening ceremony on Friday and a panel discussion of dental hygiene through the past 50 years on Saturday. Includes branded recognition on delegate bags and a complimentary exhibit booth.

Pre-Conference Pep Rally Workshops - \$5,000 each

Choose between Educators Workshop, Skills for Job Seekers Workshop or Infection Control & Clinical Skills Enhancement workshop (hands on).

Pop Culture Poster Presentations & Memory Lane Exhibit - \$3,000

Sponsor the Dixon Room which will house poster presentations and a collection of dental hygiene artifacts from bygone days celebrating history of the profession and CDHA's golden anniversary.

Luncheons - \$5,000 each

Choose from "Those Were the Days" buffet luncheon on Friday located in the exhibit hall (includes complimentary exhibit booth) or the Golden Anniversary Awards plated luncheon and AGM on Saturday.

Nutrition Breaks - \$2,000 each or \$5,000 exclusive for all three

Choose from Friday morning or afternoon breaks or Saturday morning break or package all three.

Guest Speaker Sponsorship - \$5,000 2 hour sessions / \$3,000 1 hour sessions

Two hour topical sessions with CDHA invited guest speakers (TBD Fall 2012).

One hour industry sponsored educational presentations (limit of four) subject to approval of content.

Benefits

At a minimum, all conference sponsors receive:

- Recognition in all onsite marketing materials including signage, printed program, website and social media feed promotions.
- Verbal recognition at sponsored event.
- First right of refusal for priority choice of exhibit space

Additional benefits (complimentary *Oh Canada!* e-magazine advertising, e-news or web banners, media recognition etc.) may be negotiated/allocated based on level of funding provided.

Contact

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**THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION**

**L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRE**